



NeuroClustersm Analysis

●●● Integrated Research Solutions



Cluster Analysis, a type of segmentation research, is used by marketers seeking to better understand their markets and the factors driving buyer behavior.

All clustering techniques, regardless of the specific statistical procedures employed, share a common goal: to discover relatively homogenous groups (or clusters) of people in a given population, based on similarity of values, needs, motivations, priorities, behavior or other characteristics.

The NeuroClustersm Advantage

NeuroClustersm is a unique, proprietary clustering technique developed by Robert Schnurr of QSA Integrated Research Solutions. It is based on the principles of neural network technology, a sub-discipline of artificial intelligence that uses pattern recognition to mimic human reasoning. The NeuroClustersm approach offers several advantages over conventional cluster analysis:

- NeuroClustersm analysis produces clusters with greater homogeneity and internal coherence.
- NeuroClustersm provides higher resolution and yields a greater number of stable clusters.
- NeuroClustersm allows for “null” clusters, which consist of respondents that don’t fit into any cluster. Other programs may force these “cluster-less” respondents into the largest cluster, thereby inflating its size and distorting its character.
- NeuroClustersm identifies archetypal respondents within each cluster. These are respondents that are most representative of their cluster. Analyzing archetypal respondents sharpens the contrasts between clusters. In addition, depth interviews, focus groups and other follow-up research with archetypal respondents from key clusters can provide unique insights.
- Because it is capable of digesting vast numbers of variables, the NeuroClustersm technique does not require preliminary factor analysis. The ability to incorporate uncompressed data generates richer, more granular results than is possible with factor-based cluster analysis.

